Website Design & Development Questionnaire

Please provide as much information about the goals and requirements for your new website, along with your contact information, project budget and required completion date.

Your Details

Your Name: ☐

Telephone Number: ☐

Company Name: ☐

Email Address: ☐

City: ☐

Website Address: ☐

Brief Description of Business (include target market, unique benefits etc.)

Proposed start date of project: _____

Proposed launch date of website: _____

What web design services do you need?

☐ Static Website Design/Redesign

☐ Mobile Optimization of Current Website

☐ WordPress Theme Customization

☐ Content Writing / Editorial Services

☐ Search Engine Optimization

☐ Photography / Videography

☐ Website Maintenance Updates (see packages below)

☐ Domain Name Registration

☐ Domain Forwarding / DNS Changes

☐ Web Hosting Account & Email Setup

Approx. # of Main Sections (Main Menu Links): ☐

Approx. # of Pages: ☐ A site map (list of sections/pages showing heirarchy) will be required

Your budget

Approx. budget for your web design: $ _____

Annual budget for updates: $ _____

Updates/Maintenance

If you require website content updates and/or maintenance, please indicate which package* you require:

☐ Basic Package (4 updates per year, paid annually)

☐ Monthly Package (1 hr/mth, paid semi-annually)

☐ Quarterly Package (2 hrs/mth, paid quarterly)

☐ Pay As You Go Updates (hourly rate)

Rates for update packages are based on pay-in-advance. Unused hours/minutes may be carried over from one month to the next, up to a maximum of 3 months. We also offer custom packages. Please enquire.

Additional questions on page 2-4 of this questionnaire may help you determine your website design & develpment requirements and will help us provide you with an as accurate as possible estimate of costs to achieve your goals.

Additional Information

Goals, Objectives & Target Market

What are your website goals and objectives?

Below are just some of the possible goals and objectives for your website. Please check all that apply and use the box below to add any other goals not included in the list.

- ☐ Brand Awareness
- ☐ Market Detailed Product Information
- ☐ Sell Products, Services or Information Online
- ☐ Share News, Information and Resources
- ☐ Display Photos / Videos / Audio
- ☐ Host 3rd-Party or Affiliate Listings / Advertisements

Other Goals (please specify)

What are you offering?

- ☐ Product(s)
- ☐ Service(s)
- ☐ Software
- ☐ Workshops, Courses or Classes
- ☐ Information / Resources
- ☐ eBook(s) or article(s)
- ☐ Online Tool(s) or Application(s)

Other Offering (please specify)

Who is your target market

What are the demographics and characteristics of your target market (your audience)? Who needs or wants your information, products or services?

- ☐ Consumer (general population)
- ☐ Business-to-Business
- ☐ Male   ☐ Female   ☐ Both
- ☐ Seniors   ☐ 40-65   ☐ 20-40   ☐ Teens

Where is your market located? (check all that apply)

- ☐ Local
- ☐ Regional
- ☐ Entire Province
- ☐ Entire Country
- ☐ International

What action do you want your audience to take?

- ☐ Contact You
- ☐ Purchase Products Online
- ☐ Register for Workshops / Courses / Classes Online
- ☐ Book Appointments / Consultations
- ☐ Sign-up for Newsletter / Magazine / Membership
- ☐ Purchase /Download Software
- ☐ Purchase / Download eBook / Article
- ☐ Use Online Tool
- ☐ Comment on Articles / Posts

Style and Look of Your Website

What style of website do you like? (Please provide links to sample websites and indicate why you like each one)

Website address:

_____

_____

_____

_____

What do you like about these websites? (please use separate sheet for more info)

_____

_____

_____

_____

What look do you prefer? What type of ambience or "personality" would you like your website to project? (Corporate/Business-like, Traditional, Contemporary, Classy, Casual, Funky, Ethnic, etc.)

_____

_____

What mood or emotion do you want to communicate? (Happiness, Energy, Calm, Warmth, Playfulness, Urgency, etc.)

_____

_____

What type of ideas should the graphic elements on site convey? (Professionalism, Collaboration, Organization, Simplicity, Concern, Friendliness etc.)

_____

_____

What are your colour preferences? If you have corporate colours please specify pantone PMS colours or Web Hex #s required.

Primary colour: _____

Secondary colour: _____

Other colours: _____

☐ Light Background / Dark Text

☐ Dark Background / Light Text

Do have any existing graphic or promotional materials? e.g. logo, banners, brochure, business car ☐ Yes ☐ No

If, yes, please list below all that are available in digital format for use in your website design

_____   _____

_____   _____

_____   _____

List any additional graphics or promotional material you need creating.

_____

_____

Your Content

Please provide an outline of the content on your website

_____

_____

_____

_____

_____

_____

_____

Search Engine Optimization

Page descriptions and key words are placed in the head of each page to aid search engine optimization.

Do you need us to analyze your content and identify keywords for each page? ☐ Yes ☐ No

Do you need us to analyze your content and write your page descriptions? ☐ Yes ☐ No

Additional Features & Functions

What other features do you need?

☐ Slideshow Banner with text (# of banners) [____]   ☐ Google Map

☐ Photo Galleries (# of galleries) [____]   ☐ Business Directory

☐ Contact Us Form with spam Captcha   ☐ Discussion Forum

☐ Tabled Content (e.g. price list with no photos)   ☐ Comments

☐ Photos with captions (# of photos) [____]   ☐ Blog

☐ Online Store (# of products) [____]   ☐ Poll

☐ Event/Workshop Calendar   ☐ Password protection sections

☐ Booking/Appointment Scheduler   ☐ Videos

☐ Product Brochure: ☐ Interactive PDF ☐ Flip Book   ☐ Other features not listed (please specify).

_____

_____

_____